

2003 COMMISSIONER'S AWARD FOR EXCELLENCE



Adventures in Driving *Workplace Safety*

Northern Virginia District

Team Members

Jennifer Finstein and Steve Titunik

“Adventures in Driving: Survive the Ride” speaks to teenagers. With its colorful pages full of tips, real-life photos, statistics and suggestions on how to handle driving in a variety of conditions, the booklet has been overwhelmingly received by citizens and the media alike.

Steve Titunik and Jennifer Finstein researched, created and published this booklet in response to the need to target an at-risk age group in a way that truly captures their attention. Two months after beginning this project, Steve’s 16-year-old son, Michael, was tragically killed in a car crash. The booklet is dedicated to him and to all teenagers who have died on Virginia's roads.

This 32-page guide is aimed at reducing the high accident and fatality rate in the 14 –19 age group. It is designed to help teenagers transition from passengers to safe drivers. Developed with the support of Virginia State Police and several Fairfax County High School students who helped determine much of the content, the guide is written in a youthful voice that teens can relate to.

Since its release in December 2002, 15,000 booklets have been distributed in 34 states to parents, grandparents, driver education instructors, students, police, librarians, teachers, politicians and safety officials. Hundreds of letters and emails have been received praising the creativity and resourcefulness of those who developed this publication.

Nominated by: Joan Morris & John DePasquale, P.E.

